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Ted mulls ultimate buy—CBS

New York—Is Ted Turner serious?

That question drew cheers and sneers from Wall Street to the farthest reaches of the entertainment industry after word leaked out last week that the cable entrepreneur was intent on making a run at a hostile takeover of CBS Inc.

If Mr. Turner and his Atlanta-based Turner Broadcasting System can pull it off, it would be by far the largest media company takeover ever. CBS is valued by analysts at $4 billion or more.

While the analysts agree that Mr. Turner would need far less than $4 billion to execute the takeover, there is clearly no quick consensus on just how much the takeover bid would cost.

A Turner takeover, however, would have dramatic impact on CBS management structure and the nature of programing at CBS-TV Network. It would also give Mr. Turner an unparalleled concentration of power over ad dollars going into various forms of tv.

In a terse, prepared statement last Friday, Mr. Turner stopped short of confirming or denying a run at CBS.

He acknowledged that his Washington attorney for Federal Communications Commission matters "made general inquiries at the FCC concerning broadcast license transfer procedures. These were of a general nature and not related to a particular broadcast group."

On the face of it, Mr. Turner, through his WTBS superstation and Cable News Network operations, would take in more than half of all basic cable ad spending, while through CBS-TV Network he would control more than one-third of network tv ad revenues.

That fact alone has led some experts to predict that, presuming Mr. Turner's bid is sincere, the takeover process could become long and tedious. Even after the FCC decides whether the combination of Mr. Turner's tv station and the CBS-owned stations violates federal regulations, the Justice Department is expected to investigate antitrust aspects of the concentration of media might through a combination of the two corporations.

Observers were generally split over whether Mr. Turner believed he has a realistic chance to execute a hostile takeover, or if he was simply orchestrating another of his famous publicity stunts.

What has emerged, however, is an analysis that Mr. Turner is not following an either/or process. This is not just a publicity stunt, although there will be considerable publicity, observers believe. And, while it is uncertain whether Mr. Turner has the capacity to execute the takeover, there will certainly be considerable—and most likely favorable—publicity.

For years, Mr. Turner has said his primary goal was someday to own one of the Big 3 tv networks. Two years ago, Mr. Turner approached CBS about merging the two companies, but according to CBS, they turned him down.

The decision to make his move now and to take aim at CBS is influenced in no small way by the current moves by Sen. Jesse Helms (R., N.C.) and his Fairness in Media organization to acquire enough CBS stock to force a change in the ideological slant of CBS News.

While Mr. Turner and FIM have denied any connection, they are clearly complimentary to each other. Mr. Turner's persistent criti-

(Continued on Page 102)

Time testing four These are the four new publications Time Inc. is testing with direct-mail pieces. It's likely one of the four will make it into a major testing effort later this year, says a Time executive. *(See story on Page 3.)*

Last Minute News

Fleizach joins Drazen at HCM

New York—Frank Fleizach has moved to HCM/New York as senior vp-creative director. That new post will be the top creative spot under exec vp Michael Drazen. Mr. Fleizach previously was vp-associate creative director at Scali, McCabe, Sloves, a shop where both Mr. Drazen and HCM ceo Robert Schmetterer last worked.

Mingo-Jones wins at gin

New York—Joseph E. Seagram & Sons has reassigned its estimated $4 million Seagram's gin account to Mingo-Jones Advertising from Warwick Advertising. Warwick has been awarded the estimated $2 million Leroux cordials account, formerly at William Esty Co. The shifts follow sweeping marketing reorganization at Seagram (AA, Jan. 21).

Tobacco marketers grind out 25-packs

New York—American Tobacco Co. will move Pall Mall Red cigarets in 25-unit packages into test in Providence, R.I., within the next few weeks. The nonfiltered smokes will be sold at the same per-unit price as the

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Miller legal papers take high life of RLA to task

By ROBERT RAISSMAN

Miller Brewing Co.'s $19 million lawsuit against bankrupt Robert Landau Associates (AA, Feb. 28) relates a tale of high-living excesses, replete with charges that Miller's money was misspent as the sports-related sales promotion company's founder pursued cocaine, racehorses, luxury homes and autos, often from posh hotel suites.

The disclosures come in a remarkable court document that tells, from Miller's viewpoint, how Miller execs were denied access to audited Landau financial statements last May after they sought reassurances about Landau's net worth.

The court records state that instead of showing Miller the books, Robert Landau and Charles Lockwood, RLA president and exec vp, respectively, asked their accountants to write Miller and (1.) reassure them that RLA was in solid financial shape, capable of servicing Miller, its account since 1981, and (2.) convince Miller that RLA should receive a substantial advance. The advance was to cover third-party vendors who were working on Miller promotions as well as other Miller-related expenses.

The letter, from the accounting firm of Eisner & Lubin, was followed by calls to Miller execs by Messrs. Landau and Lockwood and Eisner & Lubin partners, including Gerald Marsden, a member of the firm's executive committee. In these calls, they sought to reassure Miller executives further about RLA's financial strength.

With these reassurances in mind, Miller contends, it sent a check for $1.3 million on June 1, 1984, to RLA and subsequently continued to make prepayments, eventually totaling $2 million, to RLA. The funds were to be used to administer the Miller programs.

Why Miller executives became suspicious about RLA's handling of this money is detailed in the Milwaukee-based brewer's lawsuit. The suit names Mr. Landau, Mr. Lockwood, Mr. Marsden and Eisner & Lubin as defendants. Mr. Landau and Mr. Marsden did not return calls from Advertising Age, and Mr. Lockwood could not be reached for comment.

Landau has 30 days to respond to the suit, which was filed Feb. 21.

The suit charges misappropriation of payments Miller made to RLA to administer the brewer's pro-

(Continued on Page 102)

Pepsi finds Ferraro fuss festers

Geraldine Ferraro appears in this Pepsi spot but doesn't make an outright product endorsement.

By NANCY GIGES

Pepsi-Cola USA attempted to blunt some of the stinging criticism of the appearance of Geraldine Ferraro in a Diet Pepsi spot (AA, Feb. 18, *et seq.*) by previewing the commercial and by explaining that the first female vice-presidential candidate was never asked to endorse the product.

The company advanced a press conference, planned for this week, when it learned the three tv networks were planning stories on Ms. Ferraro's decision to appear in the spot with her daughters, Laura and Donna Zaccaro.

"We never asked her to hold a can of Pepsi," said Roger Enrico, president, Pepsi-Cola USA, responding to whether she refused to make an endorsement. "I would presume she would have been more uncomfortable with a blatant product endorsement."

At the press conference in New York Feb. 28, Pepsi also showed new spots for Mountain Dew and Pepsi Free breaking within the next week, as well as spots for flagship brand Pepsi that began airing last week. BBDO, New York, is the agency for Pepsi, Diet Pepsi, Mountain Dew and Pepsi Free.

The Diet Pepsi series, breaking today, features the two Super Bowl quarterbacks, Joe Montana and Dan Marino, in a friendly verbal exchange that takes place in front of a Diet Pepsi vending machine. Another spot shows singer/actress Diahann Carroll, now in ABC's "Dynasty," discussing how she makes the important decisions affecting her career.

Mr. Enrico said he would like to have a pool of at least a dozen spots featuring "the most interesting people we can get," but he would be satisfied with half a dozen. He still is hoping to work out deals with Lee Iacocca, the Chrysler Corp. chairman whose autobiog-

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Hot sounds set tone for summer

By FRED DANZIG

NEW YORK—Hard on the heels of Super Bowl XIX there is Pepsi II. In Pepsi I, a year ago, remember, it was Michael Jackson's supercommercials for Pepsi-Cola that broke the mold, as Pepsi reached out to a whole new generation (kids) with breakthrough, extravagantly produced commercials.

True, as some critics pointed out, Michael didn't linger long on the screen. And true, with all the money they paid him, he still didn't even lift a bottle or can to his lips. But did it really matter? Look at what Pepsi accomplished in the marketplace last year with its Michaelink and you know the message went out loud and clear.

Enter Pepsi II: Lionel Richie for Pepsi. The new campaign's world debut on the glittering CBS Grammy awards special last Tuesday had to be turned into a media event because, well, because the Jacksons set a precedent last year. And now we're all hooked, all watching, all excited, all spouting opinions. Pepsi must love every second of it.

There are three elements in the Lionel Richie music video, "Style," "Heart" and "Beat." We see the mellow-voiced balladeer cozy up to a little girl, visit Grandma and strut through a swarming army of his fans. Yes, the Little Girl spot immediately recalls Coca-Cola's Mean Joe Greene & the Little Kid spot of a few years ago. And yes, the Grandma spot could work just as well for Hallmark or AT&T Long Distance. And, of course, in that performance spot, there are just too many people milling around on that small screen to

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Highlights

AT&T is producing a new flight of hard-hitting, product-specific tv commercials for its fledgling PC 6300 computer, as the company girds for a crucial spring battle against IBM and Apple Computer in the office market. *See Page 10.*

Young & Rubicam during the past two years has been quietly rotating ad agency, pr and direct-marketing executives through a "swapping program," building a base for a multidisciplined, multinational network. *See Page 14.*

Subaru of America may be eyeing upscale urban buyers, but new spot tv commercials for the import haven't forgotten the company's rural roots. *See Page 32.*

Wine Growers of California has opted for research and public relations programs rather than generic advertising, apparently in reaction to the growing anti-alcohol sentiment sweeping the country. *See Page 34.*

The public's eagerness to believe the worst about advertising practitioners is the reason for the seemingly widespread belief in the use of subliminal advertising. University professors are not promoting this perception, according to Jack Haberstroh. *See Page 52.*

Audit Bureau of Circulations' latest figures show the slowing growth of single-copy sales has affected many major magazines recently. *See Page 66.*

Revlon Inc. will try to jazz up Chaz men's fragrance this year with a new look, new pricing and an advertising and promotional budget estimated at $3 million. *See Page 94.*

CORPORATE CLOSEUP

Thomas Ryder, president-publisher of American Express Publishing Corp. since last July, is moving on a wide field of fronts to make changes in his two monthlies, *Travel & Leisure* and *Food & Wine*. *See Page 4.*

INTERNATIONAL

Beatles fans around the world soon will be hearing their favorite songs in a new context—tv commercials. Ad campaigns, featuring the group's music, are breaking this month in the U.S., U.K. and Spain. *See Page 56.*

International Business Machines, already a powerhouse in Europe, predicts it will double its sales of personal computers and software this year despite moves by a number of competitors to thwart the company's growth. *See Page 56.*

Japanese cable tv operators may have a more difficult time than they expected persuading viewers to plug into their services. A recent survey in a Tokyo suburb found that most of those polled felt the service was too expensive. *See Page 58.*

VIDEOTECH

ABC executives, as they begin planning next fall's prime time schedule, may be considering scheduling "Dynasty" for two nights each week. *See Page 49.*

Ted Turner's agreement with the Soviets to pick up newscasts from Eastern Europe via satellite is awaiting approval by the FCC. *See Page 49.*

COMING THURSDAY

SPECIAL REPORT

Action! That's always been the promise of direct marketing, and that promise is coming true as direct-response marketing earns the respect of the general advertising community. Direct and general ad agencies are combining their skills for marketing strategies and campaigns that take the best from both worlds.

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Seagram plan tests taboos

By GAY JERVEY

NEW YORK—Joseph E. Seagram & Sons, knocking on tv network doors last week with a bold comparative tv ad plan, is stirring up intense reaction from the nation's capital to the headquarters of its beer and wine competition.

Seagram is asking the networks to bend, if not abandon, their taboo on distilled spirits advertising just when the anti-alcohol advertising movement has Washington under siege.

Seagram's plan for "equivalency" messages on tv, backed by a reported $10 million ad budget through Warwick Advertising here, would tell the public that 1.25 ozs. of whisky contain no more alcohol than a can of beer or a 5 oz. glass of wine.

Network sources agree that the tone of the campaign will be criti-

Beer, wine ad debate divides the National PTA. See Page 100.

cal in determining its acceptance. "If it's very, very clear that they [Seagram] are not saying it's okay to drink whisky, but more a message of awareness of how much you can drink, whether or not you're drinking beer, wine or

(Continued on Page 100)

Fresh burst of new products

Cosmetics blush

By PAT SLOAN

BOCA RATON, FLA.—The pace of new-product introductions is expected to quicken in the cosmetics and toiletries industry this year.

New-product debuts were off an estimated 15% last year, but such major marketers as L'Oreal, Avon and Prince Matchabelli are more bullish in 1985.

L'Oreal has new hair-coloring concoctions on the way; Avon is calling up a $25 million ad campaign, and Prince Matchabelli is expanding beyond fragrances into the skin and suncare categories.

Despite such upbeat revelations at the annual Cosmetic, Toiletry & Fragrance Assn. meeting here, there were expressions of increasing concern about flat sales, intensified competition and the negative effect of the dollar's strength on the import/export flow.

In hair coloring, a 2% decrease in category sales during 1984 reportedly has steered Clairol away from new-product introductions, at least for the first half of 1985. But Cosmair's L'Oreal division, with a 1% gain in hair-coloring share, will introduce this month Performing Preference, a conditioning hair coloring, and Advantage, a semi-permanent hair coloring targeted against Clairol's Nice 'N Easy. Cosmair president Jean Levy confirmed.

Performing Preference will be backed with tv and print ads created by McCann-Erickson, New York, which also is handling a new

(Continued on Page 100)

There's Pralines 'N Cream on B-R's suit

By RUTH STROUD

GLENDALE, CAL.—Baskin-Robbins Ice Cream has taken on Pillsbury Co.'s Haagen-Dazs in what promises to be the first sally in their escalating ice cream war.

The 3,000-store ice cream retailer is suing Minneapolis-based Pillsbury in a federal court in Dallas, claiming that the food giant's subsidiary infringed on B-R's popular trademark product, Pralines 'N Cream, by naming a flavor Pralines & Cream.

The two had been haggling over the issue for four months before the suit was filed late last month. The legal action came "as a total surprise," said Johnny Thompson, director of public relations at Pillsbury.

"We feel [the name is] generic," he said. "How better do you describe something that has pralines in it if it's ice cream?"

Besides, he continued, there are other ice cream companies, such as Schrafft's Ice Cream Co., Pelham, N.Y., that have a Pralines 'n Cream flavor.

It's a mystery why B-R is picking on Pillsbury, Mr. Thompson said, "except that when you're the tall man in the silk hat, the boys with the snowballs can't resist trying to knock [the hat] off."

Baskin-Robbins president-ceo Ronald Marley called the suit "anything but frivolous." On a nationwide tour to promote the company's move toward a more sophisticated image and audience (AA, Feb. 11), he said his company has had discussions with other ice cream concerns "at least 200 times" in the past regarding unauthorized use of the pralines name "and never had to go to court.

"We thought they would change their name, too. Everyone else has," Mr. Marley said, adding that B-R's lawyers are currently negotiating with Schrafft's about changing the name of the latter's praline flavor.

The Baskin-Robbins ceo called Pillsbury's contention that it believes the flavor was generic "silly. . .[when] it's a matter of record that the federal government issued us a patent on it."

The suit is far more than a quest for publicity, Mr. Marley maintained. It's really a matter of economics. Pralines 'N Cream, invented by company co-founder Irv Robbins 15 years ago, is Baskin-Robbins' best-selling flavor, even surpassing vanilla. The company sells about 5 million gallons annually, representing more than 10% of its $470 million in revenues.

Haagen-Dazs' Pralines & Cream flavor "is substantially different" from B-R's Pralines 'N Cream, Mr. Marley claimed, saying, "We think it's a rather bad product. We don't want our name on it."#

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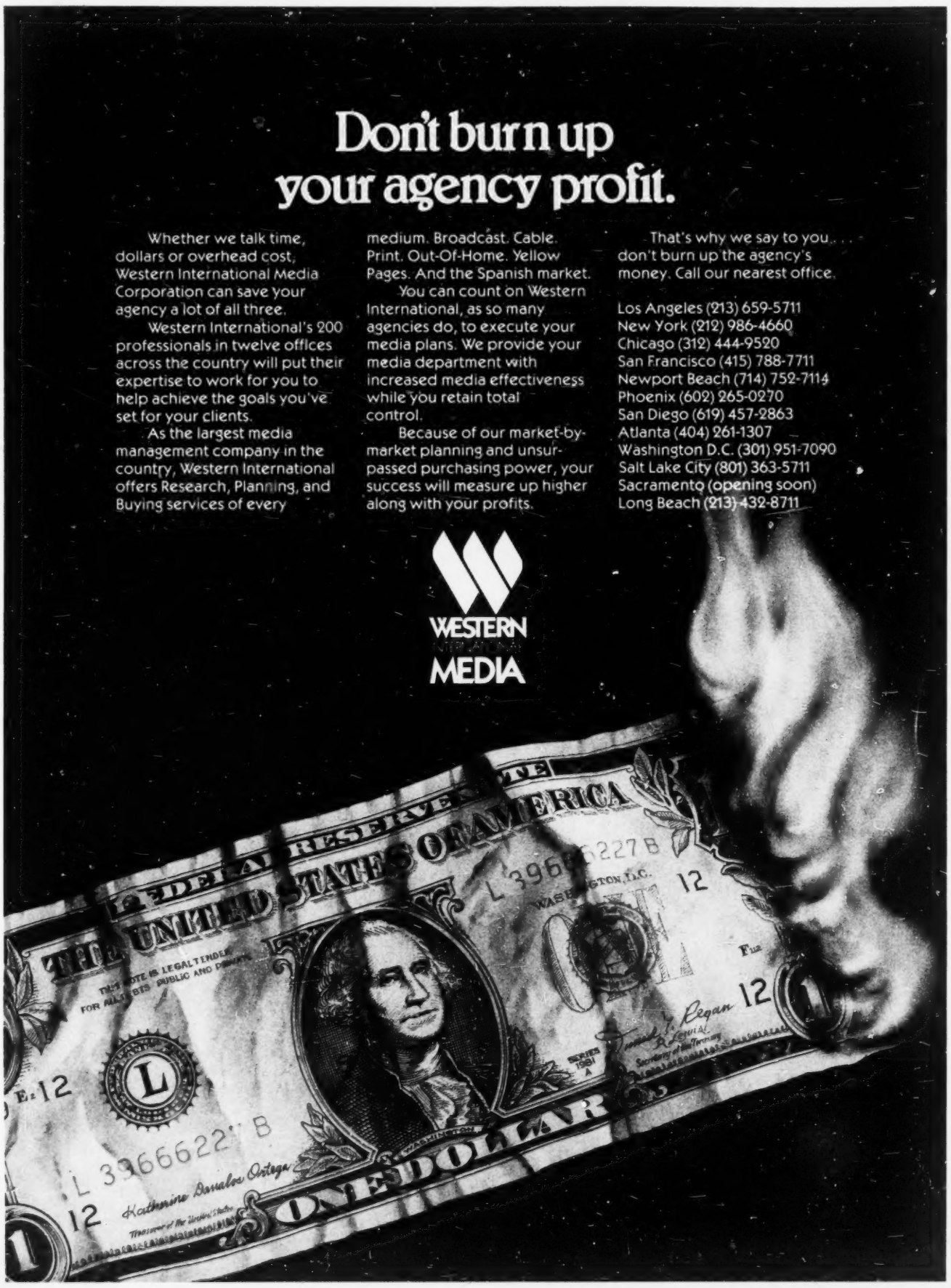


AA adds Skenazy

NEW YORK—Lenore Skenazy has joined the ADVERTISING AGE staff here as a reporter. She will cover popular culture and trends for AD AGE *Thursday* and its "Currents" section.

A 1981 graduate of Yale, where she was an American Studies major, Ms. Skenazy served for a year as a reporter at WNYC, New York's National Public Radio station. After receiving her Master's of Journalism degree (Columbia, '83), she traveled as a free-lance writer to Turkey, in search of her "roots," and to Israel, where she worked in the press office at the Hebrew University of Jerusalem.

L. Skenazy

Ms. Skenazy returned to the U.S. last fall to resume the free-lance writing that led to her being invited to join the AA staff as a full-time reporter. She is a native of Wilmette, Ill.#

CORRECTIONS & CLARIFICATIONS

- The Free-Lance Network, Buffalo, services ad agencies and some companies that have ad agencies (AA, Jan. 31, P. 40).
- A chart in the Personal Computer Marketing Special Report (AA, Feb. 7, P. 15) implies that Future Computing has estimated total computer hardware sales at $2.8 billion in 1984 and $6.8 billion in 1989. However, these figures and the retail market shares presented in the chart "Hardware stores" refer only to *home* personal computer hardware. Future Computing estimates the entire 1989 computer hardware market will be more than $31 billion.
- Procter & Gamble, Cincinnati, is not helping to fund spots for the National Institute of Justice (AA, Feb. 11, P. 8). The spots, prepared by Tatham-Laird & Kudner, Chicago, will break this spring.
- Although Bill Carpenter is executive producer of "The National Alcoholism Test," a tv special syndicated by On The Air (AA, Feb. 18, P. 36), Bob Naud was the line producer/director and writer. Mr. Naud is president of Bob Naud/QED Productions, New York.#

Magazines react to single-copy sales slump

By STUART J. ELLIOTT

NEW YORK—The slowing of growth in single-copy sales that has affected many major magazines recently is evident in the latest figures from the Audit Bureau of Circulations.

The per-issue averages for the six months ending Dec. 31 show declines almost across the board (AA, Feb. 25). For instance, of the top 10 consumer magazines by circulation, just two enjoyed single-copy gains: *Ladies' Home Journal* and *National Geographic*, the latter only recently shifting from a subscription-only sales stance. Seven others registered declines, ranging from 0.1% (*Better Homes & Gardens*) to 12.8% (*Reader's Digest*); one, *Modern Maturity*, is available only by subscription.

The softness in single-copy sales has been attributed to publishers' continuing rounds of cover-price increases, the unevenness of the national economic recovery after the recession and a growing attitude among many magazine buyers that a single issue must be really special in order to prompt them to buy. Case in point: *Penthouse*, which has suffered single-copy sales losses for some time, had a 7.9% increase in the six months—during which time there were two issues featuring nude photographs of Vanessa Williams.

To counteract the single-copy sales slowdown, some magazines are moving to emphasize their subscription operations.

Cosmopolitan increased subscription sales in the six months by 22.1%, as single-copy sales fell 9.4%. *People's* subscription sales growth was almost six times its single-copy sales growth (4.5% vs. 0.8%). And *Family Circle* and *Woman's Day*, which in past years were sold almost entirely by single copy, increased their subscription sales during the period by 73% and 26.8%, respectively.

Turning to the total circulation picture, only three of the top 10 magazines reported higher figures: *TV Guide*, up 0.3%; *Modern Maturity*, up 15.4%, and *Better Homes & Gardens*, up 0.2%. By comparison, in the six months ending Dec. 31, 1983, seven of the top 10 showed gains. The seven decliners this time: *Reader's Digest*, down 0.4%; *National Geographic*, down 2.2%; *Family Circle*, down 3.8%; *Woman's Day*, down 7.2%; *McCall's*, down 0.7%; *Good Housekeeping*, down 3.9%, and *Ladies' Home Journal*, down 3.7%. (ABC data do not include as magazines the large Sunday newspaper supplements, *Family Weekly* and *Parade*.)

Of the Seven Sisters women's service books, just one in the top 10, *Better Homes & Gardens*, gained total circulation. The other five there—*Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *McCall's* and *Woman's Day*—lost circulation, as did the seventh title in the category, *Redbook*, which was down 0.2%.

Computer magazines, which once routinely registered double-digit percentage gains in circulation, are now reflecting the shake-out in their ranks. Some are actually losing circulation—*e.g.*, *Byte*, down 2.8%; *InCider*, down 4.3%; *Popular Computing*, down 6%—while others are gaining circulation at slower rates—*e.g.*, *Personal Computing*, up 17%, vs. the 106% it gained in the six months ending Dec. 31, 1983; *Infoworld*, up 38.7%, vs. 56.2%, and *Compute!*, up 14%, vs. 247.1%. Some, however, are bucking both trends and are growing strongly: *Family Computing*, up 87.5%, and *Compute!'s Gazette*, up 133.1%.

Speaking of bucking trends, the two largest magazines in the men's sophisticates category, *Playboy* and *Penthouse*, gained circulation during the six months, a reversal from several consecutive periods of losses. *Playboy* was up 0.2% and *Penthouse* was up 7.7%. But most others in the category continued to fall.

Among the newsweeklies, two lost circulation—*Newsweek*, down 0.9%, and *U.S. News & World Report*, down 2.4%—while the third, *Time*, grew by 0.1%.

The business magazines category showed additional strength, as almost every title gained circulation, from *Business Week's* 0.7% to *Inc.'s* 22.4%.

Among magazines in all categories with large percentage gains: *Sylvia Porter's Personal Finance*, up 198.8%; *Inside Sports*, up 71.6%, and *American Health* and *Connoisseur*, each up 40.1%. Among those with large percentage declines: *Teen Beat*, down 38%, and *Gambling Times*, down 31.8%.#

Largest magazines by circulation

For the first time in some years, there was a change in ranking among the top 10 consumer magazines, as *Modern Maturity* moved ahead of *National Geographic* to take the No. 3 spot. Three of the 10 gained circulation, vs. year-ago, when seven of 10 increased their circulations. Figures are per-issue averages for the six months ending Dec. 31 of each year. *Source: Audit Bureau of Circulations.*

Rank '84	Rank '83	Name	12/31/84	12/31/83	Per cent change
1	1	*Reader's Digest*	17,866,798	17,937,045	−0.4
2	2	*TV Guide*	17,115,233	17,066,126	+0.3
3	4	*Modern Maturity*	10,770,688	9,334,710	+15.4
4	3	*National Geographic*	10,392,548	10,626,224	−2.2
5	5	*Better Homes & Gardens*	8,058,839	8,041,951	+0.2
6	6	*Family Circle*	6,920,333	7,193,079	−3.8
7	7	*Woman's Day*	6,517,684	7,025,290	−7.2
8	8	*McCall's*	6,311,011	6,358,293	−0.7
9	9	*Good Housekeeping*	5,184,559	5,393,087	−3.9
10	10	*Ladies' Home Journal*	5,058,538	5,252,444	−3.7

Waldenbooks throws the book at discounters

By BRIAN MORAN

After years of leaving the responsibility for big-budget book advertising largely to publishers, Waldenbooks will shoulder more of the load in 1985 with its first-ever tv campaign.

Although Waldenbooks, a unit of K mart Corp., has by far the most outlets of any U.S. retail book chain (900 as of last week), mounting competition from discounters, including New York-based Barnes & Noble and Crown Books, Largo, Md., prompted the chain to ask new agency Grey Advertising to develop an awareness-building tv effort.

As part of the new marketing push, Waldenbooks is also negotiating tie-in promotions with Holiday Inns, Revlon and Eastman Kodak. The programs would likely include in-store sweepstakes and other giveaways.

Stamford, Conn.-based Waldenbooks plans to boost its ad budget to about $5 million this year, up from slightly more than $3 million last year. Waldenbooks moved its account to Grey York last fall from Ted Colangelo Associates (AA, Sept. 27).

A pool of 30-second tv spots will break in April in seven markets on morning, late-news and fringe programs, including "The Tonight Show." Follow-up spots also are planned for the busy back-to-school and Christmas retailing periods.

A supporting print campaign, breaking in March issues of magazines including *American Health*, *Harper's* and *Psychology Today*, also carries the chain's new slogan, "America finds it at Waldenbooks." The print schedule will later expand to regional books, including *Atlanta* and *Texas Monthly*. Waldenbooks will also run its in-store "Booknotes" tabloid as an insert in *USA Today* about 10 times during the year.

The print and broadcast efforts will focus on best-selling books, store promotions and nonbook offerings, such as audio and video-cassettes and computer software. The first wave of print ads promotes several series of exercise and educational audio tapes.

Publishers will still contribute to ad campaigns for specific product lines, but Waldenbooks execs said the chain's share of ad spending will increase this year.

Waldenbooks is depending on the cross-promotion efforts with other marketers to ease the current off-price frenzy in book retailing that is paring operating margins.

"We can't just discount and still make money," said Howard Jones, Waldenbooks' senior marketing manager. "We have to offer customers other benefits, other values besides low prices."

A tie-in with Commodore International last year brought some 2,500 children into Waldenbooks stores in 10 markets to take reading comprehension tests on a computer. In addition to bringing in customers, that promotion generated extensive local media coverage for the chain.

Value-added promotions aside, Waldenbooks is certainly not sitting out the off-price wars. The chain recently closed five of its stores in the New York metro area and reopened them as Reader's Market, offering discounts of from 10% to 35%. The company has plans to open 25 to 30 more off-price outlets this year and eventually spin off the Reader's Market operation into a national chain.

Waldenbooks is a latecomer to the off-price marketing. B. Dalton Bookseller, the Minneapolis-based Dayton Hudson unit that is Waldenbooks' chief competitor in mainstream book retailing with 733 stores, began testing discount stores more than three years ago. However, B. Dalton has been reluctant to commit itself to expansion; its Pickwick Discount Books operation has only 22 outlets open.

Waldenbooks would have joined the discounting fray long ago had it not been for the reluctance of its former parent, Carter Hawley Hale Stores, which preferred to nurture a full-service, upscale image.

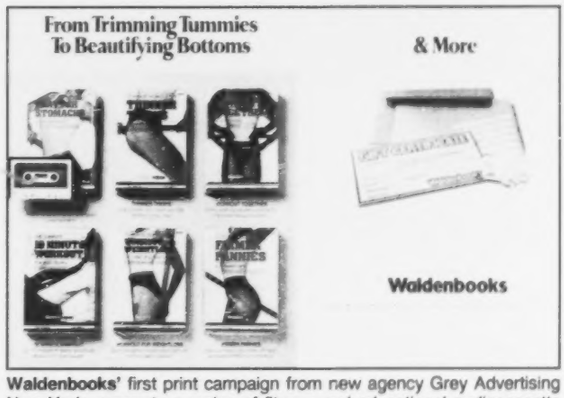
But Waldenbooks' acquisition by Troy, Mich.-based K mart last summer for $295 million brought the chain into the fold of a champion discounter.

K mart immediately gave Waldenbooks the go-ahead for Reader's Market and installed Patrick Padden, an exec vp, at Waldenbooks to coordinate the venture.

Operating at reduced margins, Readers Market outlets must attract more shoppers and sell more books to each buyer than a full-price Waldenbooks outlet. So far, however, Waldenbooks has provided negligible ad support for the stores, and some store managers have complained. Outlets sometimes have been unable to meet monthly sales targets, which are double the sales figures set in 1984 when the locations were Waldenbooks outlets.

"We did some preopening and opening advertising for Reader's Market, but we really haven't done much yet," Mr. Jones said. "We're waiting to figure out where we are going to open up more stores."

Discounted books make up about 30% of the industry's $2 billion market for trade books and mass-market paperbacks. Crown Books is the country's largest discounter, with more than 180 stores.#



Waldenbooks' first print campaign from new agency Grey Advertising New York, supports a series of fitness and educational audiocassette tapes. New tag line is "America finds it at Waldenbooks." The $5 million campaign breaks in March issues of major consumer publications.

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Newspaper Ad Linage

December 1984 vs. December 1983

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
AKRON, OH (6)				
Beacon Journal (E)	1 717 045	— —	1 690 776	— —
Beacon Journal (S)	1 332 673	— —	1 166 354	— —
Grand Total	3 049 718	— —	2 857 130	— —
NOTE: Part run figures not available.				
***ATLANTA, GA** (8)				
Constitution (M)	3 357 234	684 224	3 174 920	876 428
Journal (E)	3 578 273	764 795	3 151 008	735 340
Journal & Constitution (S)	2 377 559	1 206 102	2 004 082	1 103 674
Journal & Constitution (Sat)	780 242	— —	630 356	— —
Grand Total	10 093 308	2 655 121	8 960 366	2 715 442
NOTE: Constitution Morning and Journal Evening published five days a week only.				
Constitution Morning, Journal Evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective April 30, 1984.				
***BALTIMORE, MD** (9)				
News American (S)	712 517	96 696	638 680	56 432
News American (E)	918 051	127 004	1 023 431	161 784
Sun (M)	2 494 772	285 107	2 358 447	148 410
Sun (E)	1 930 230	556 839	1 936 630	148 568
Sun (S)	2 644 850	178 678	2 644 444	37 860
Grand Total	8 700 420	1 344 324	8 601 632	493 054
NOTE: Sun Morning and Sun Evening started publication of a combined Saturday edition effective March 24, 1984. The image is shown only in the Sun Morning.				
News American Sunday and Evening changed from nine column (2700 lines per page) width to a six column (1800 lines per page) width, and Sun Morning, Evening and Sunday changed from a nine column (2682 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
***BERGEN COUNTY, NJ** (9)				
Record (E)	3 060 057	456 606	2 790 093	571 523
Record (S)	2 636 680	555 326	2 213 618	503 280
Grand Total	5 696 937	1 012 132	5 005 711	1 074 803
NOTE: Record Evening published five days a week only.				
Record Evening and Sunday changed from a nine column (2645 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
***BOSTON, MA**				
Herald (M) (T-T)	460 278	— —	797 789	— —
Herald (S) (T-T)	381 726	403 004	468 740	119 240
Globe (M) (9)	3 053 424	162 730	3 085 856	214 150
Globe (S) (9)	3 221 025	359 960	2 658 341	261 976
Grand Total	7 322 455	945 754	7 010 726	595 366
NOTE: Globe changed from AM Day publication to morning publication effective April 2, 1984.				
Herald Morning and Sunday changed from a seven column (1400 lines per page) tabloid width, to a five column (980 lines per page) tabloid width effective July 1, 1984. Globe Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width effective July 2, 1984.				
***BOULDER, CO** (6)				
Camera (M)	2 763 464	— —	2 225 803	— —
Camera (S)	1 584 716	— —	1 226 697	— —
Grand Total	4 348 070	— —	3 452 500	— —
NOTE: Figures supplied by publisher to Media Records.				
***BUFFALO, NY** (9)				
News (M)	2 220 324	455 840	2 269 470	285 620
News (S)	894 543	521 376	846 533	395 384
Grand Total	3 114 867	977 216	3 116 003	681 004
NOTE: News All Day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984.				
***CAMDEN, NJ** (6)				
Courier Post (E)	1 607 812	345 947	1 705 276	183 302
Courier Post (S)	892 924	170 300	779 608	78 760
Grand Total	2 787 756	516 247	2 842 514	302 362
NOTE: Courier Post Evening and Sunday changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective May 1, 1984.				
***CHARLOTTE, NC** (9)				
News (E)	1 227 853	1 340	1 036 883	15 968
Observer (M)	1 394	665 812	1 196	569 417
Observer (S)	1 206 976	967 804	942 760	650 044
Grand Total	4 533 943	1 527 871	3 274 496	1 240 345
NOTE: News Evening published five days a week only.				
***CHICAGO, IL**				
Tribune (Ad) (E)	2 436 994	2 387 318	2 610 998	1 966 613
Tribune (S) (E)	2 129 426	866 848	1 807 094	651 387
Sun Times (M) (T-T)	2 033 620	943 864	2 132 420	807 813
Sun Times (S) (T-T)	1 143 249	519 851	1 165 742	569 994
Grand Total	7 954 289	4 717 881	8 136 256	3 995 808
NOTE: Sun Times Morning and Sunday changed from a nine column (2700 lines per page) width tabloid to a five column (1800 lines per page) width tabloid effective July 2, 1984.				
***CINCINNATI, OH**				
Enquirer (M)	2 884 260	196 736	2 674 866	186 072
Enquirer (S)	2 020 178	261 264	1 966 319	192 720
Post (E)	1 356 844	643 636	1 232 178	167 184
Grand Total	6 261 877	1 102 636	5 873 363	453 946
NOTE: Enquirer Morning and Sunday, and Post Evening, changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***CLEVELAND, OH**				
Plain Dealer (M)	3 019 673	88 795	3 145 118	470 880
Plain Dealer (S)	2 040 902	92 216	1 766 583	168 427
Grand Total	5 061 575	461 011	4 911 700	639 307
NOTE: Plain Dealer Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***DALLAS, TX**				
News (M)	1 016 872	295 344	1 676 905	351 804
News (S)	3 496 747	208 157	3 050 522	266 647
Times Herald (AD)	6 004 869	433 531	5 569 104	260 743
Times Herald (S)	2 758 780	206 550	2 550 485	350 919
Grand Total	13 276 528	1 143 488	17 797 016	1 233 732
NOTE: News Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width, and Times Herald All Day and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***DENVER, CO**				
Rocky Mt. News (M) (T-T)	5 815 721	12 066	5 578 485	40 840
Rocky Mt. News (S) (T-T)	1 912 050	44 176	1 747 350	4 392
Post (M) (9)	3 937 347	163 045	3 593 314	163 183
Post (S) (9)	2 432 353	54 744	2 437 580	46 560
Grand Total	14 097 471	274 031	13 356 729	254 975
NOTE: Rocky Mountain News Morning and Sunday changed from a seven column (1365 lines per page) width tabloid to a five column (980 lines per page) width tabloid, and Post Morning and Sunday changed from a nine column (2772 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.				
***DETROIT, MI** (9)				
Free Press (M)	2 144 421	687 362	2 072 689	895 079
Free Press (S)	950 576	424 768	855 044	423 565
News (AD)	3 152 204	829 987	2 470 398	678 768
News (S)	1 764 391	386 620	1 550 648	405 134
Grand Total	8 011 592	2 328 737	6 948 688	2 402 546
NOTE: Free Press Morning and Sunday changed from a nine column (2736 lines per page) width to a six column (1830 lines per page) width, and News All Day and Sunday changed from a nine column (2808 lines per page) width to a six column (1872 lines per page) width effective July 1, 1984.				
***ERIE, PA** (9)				
Times (E)	1 324 369	22 288	1 350 886	8 640
Times-News (S)	1 178 664	300 896	1 017 354	57 120
Grand Total	2 503 033	323 184	2 368 240	65 760
NOTE: Times Evening and Times-News Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 1, 1984.				
***FORT LAUDERDALE, FL** (6)				
News & Sun Sentinel (S)	2 070 359	— —	— —	— —
Sun Sentinel (M)	5 036 314	— —	— —	— —
Grand Total	7 106 731	— —	— —	— —
NOTE: 1983 figures not available.				
***FORT WAYNE, IN** (9)				
Journal Gazette (M)	1 607 527	— —	1 546 613	— —
Journal Gazette (S)	1 218 149	— —	1 181 230	— —
News Sentinel (E)	1 867 469	— —	1 831 618	— —
Grand Total	4 693 145	— —	4 579 461	— —
NOTE: Journal Gazette Morning and Sunday and News Sentinel Evening changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984. Part run figures not available.				
***FORT WORTH, TX** (6)				
Star Telegram (M)	5 323 388	769 932	5 148 066	854 798
Star Telegram (E)	3 750 474	766 192	3 471 936	760 544
Star Telegram (S)	2 516 710	779 142	2 737 470	395 364
Grand Total	11 590 572	2 315 166	7 357 476	2 022 706
NOTE: Figures supplied by publisher to Media Records. Star Telegram Morning Evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.				
***GARY, IN** (6)				
Post Tribune (E)	981 540	109 182	1 014 440	153 132
Post Tribune (S)	361 788	92 428	344 400	86 394
Grand Total	1 343 328	281 610	1 358 840	239 526
NOTE: Figures supplied by publisher to Media Records.				
***GREENWICH STAMFORD, CT** (9)				
Time (E)	1 517 306	— —	1 484 602	— —
Time (S)	939 745	— —	608 013	— —
Advocate (E)	2 047 019	21 612	1 969 699	— —
Advocate (S)	983 786	— —	592 341	— —
Grand Total	5 489 856	21 612	5 154 655	— —
NOTE: Time Evening and Sunday and Advocate Evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective August 1, 1984.				
***HARTFORD, CT** (9)				
Courant (M)	5 018 002	620 420	5 920 308	544 761
Courant (S)	1 672 540	1 802 342	1 400 363	1 261 989
Grand Total	4 690 542	3 422 762	4 322 663	1 806 750
NOTE: Courant Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***HONOLULU, HI** (6)				
Advertiser (M)	3 020 334	— —	3 078 033	— —
Star Bulletin (E)	2 896 501	— —	7 819 230	— —
Star Bulletin & Advertiser (S)	1 674 007	— —	1 733 003	— —
Grand Total	7 592 842	— —	5 579 266	— —
NOTE: Advertiser Morning, Star Bulletin Evening, and Star Bulletin & Advertiser Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***HOUSTON, TX** (6)				
Chronicle (AD)	6 414 001	662 170	7 210 977	519 956
Chronicle (S)	3 004 264	555 554	2 556 435	474 799
Post (M)	4 370 121	724 536	5 212 173	266 925
Post (S)	1 749 287	549 596	1 608 481	555 660
Grand Total	15 537 673	3 531 856	16 587 766	1 837 330
NOTE: Chronicle All Day and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984, and Post Morning and Sunday changed from a nine column (2709 lines per page) to a six column width (1764 lines per page) effective July 1, 1984.				
***LONG BEACH, CA** (6)				
Press Telegram (E)	2 040 [illegible]		1 916 536	
Press Telegram (S)	1 060 668		1 025 832	
Grand Total	3 153 050		1 943 258	
NOTE: Press Telegram Morning and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Part run figures not available.				
***LONG ISLAND, NY** (1) (6)				
Newsday (E)	3 012 127	949 636	2 942 109	1 021 774
Newsday (S)	1 734 732	1 600 691	1 534 341	1 272 739
Grand Total	4 746 859	2 550 327	4 530 450	2 300 513
***LOS ANGELES, CA**				
Times (M)	6 445 683	4 330 303	6 501 893	3 527 545
Times (S)	3 290 142	1 563 399	2 780 288	1 539 642
Herald Examiner (M)	1 026 352	353 257	985 752	279 506
Herald Examiner (S)	238 481	125 466	262 736	75 306
Grand Total	10 980 658	6 374 325	10 513 149	5 422 089
NOTE: Times Morning and Sunday changed from a eight column width (2400 lines per page) to a six column width (1806 lines per page) effective July 2, 1984, and Herald Examiner Morning and Sunday changed from an eight column width (2346 lines per page) to a six column width (1661 lines per page) effective July 1, 1984.				
***LOS ANGELES SAN FERNANDO VALLEY, CA**				
News (M)	3 529 597	537 251	3 315 873	603 781
News (S)	1 291 369	429 239	1 434 894	78 776
Grand Total	4 810 966	1 156 490	4 750 767	682 557
NOTE: News Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1764 lines per page) effective July 2, 1984.				
***LOS ANGELES TORRANCE, CA**				
Breeze (E)	2 545 466	— —	2 097 158	— —
Breeze (S)	996 148	— —	975 856	— —
Grand Total	3 541 664	— —	3 073 314	— —
NOTE: Figures supplied by publisher to Media Records.				
Breeze Evening and Sunday changed from an eight column (2400 lines per page) width to a six column width (1806 lines per page) effective July 1, 1984.				
***LOUISVILLE, KY** (6)				
Courier Journal (M)	2 906 368	204 512	1 825 636	364 056
Times (E)	1 890 660	428 344	1 634 570	537 096
Courier Journal (S)	2 062 298	10 570	1 836 427	5 502
Grand Total	5 961 326	643 426	5 296 630	906 654
NOTE: Figures supplied by publisher to Media Records.				
***MACON, GA** (6)				
Telegraph & News (M)	1 118 264	410 648	968 786	322 182
Telegraph & News (S)	866 992	236 530	670 740	238 868
Grand Total	1 985 256	647 178	1 639 526	561 050
NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.				
Telegraph & News Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.				
***MIAMI, FL** (6)				
Herald (M)	3 174 290	— —	3 084 343	— —
Herald (S)	1 822 498	— —	1 645 139	— —
News (E)	1 107 149	— —	1 236 801	— —
Grand Total	6 103 937	— —	5 966 283	— —
NOTE: Part run figures not available.				
***MINNEAPOLIS, MN** (6)				
Star & Tribune (AD & Sat)	2 399 471	325 026	2 253 300	299 432
Star & Tribune (S)	2 225 676	44 072	2 006 032	5 012
Grand Total	4 625 147	369 098	4 259 332	304 444
NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.				
***NASHVILLE, TN** (6)				
Banner (E)	1 693 315	573 540	1 657 223	389 208
Tennessean (M)	1 717 621	573 790	1 728 117	378 224
Tennessean (S)	1 288 918	479 848	1 093 269	438 588
Grand Total	4 700 054	1 627 178	4 478 609	1 206 020
NOTE: Banner Evening and Tennessean Morning and Sunday changed from a six column (1800 lines per page) format to a six column (1806 lines per page) format effective July 1, 1984.				
***NEW YORK, NY**				
Times (M) (9)	3 579 337	329 058	3 510 969	327 349
Times (S) (9)	3 563 572	1 949 547	3 164 251	1 874 187
News (M) (T-6)	1 209 946	2 288 464	1 460 141	1 874 655
News (S) (T-6)	601 158	1 689 402	579 522	1 596 348
Post (AD) (T-7)	1 186 772	18 218	1 147 677	— —
Grand Total	10 140 785	6 271 689	9 862 560	5 672 539
NOTE: Times Morning and Sunday changed from a nine column width (2700 lines per page) to a six column width (1764 lines per page). News Morning and Sunday changed from a six column width tabloid (1200 lines per page) to a six column width tabloid (1176 lines per page), and Post All Day changed from a seven column width tabloid (1400 lines per page) to a five column width tabloid (980 lines per page) effective July 2, 1984.				
***NEWARK, NJ** (9)				
Star Ledger (M)	4 265 919	133 355	3 978 166	172 168
Star Ledger (S)	3 154 441	683 972	2 563 093	520 860
Grand Total	7 430 360	817 327	6 541 759	693 028
NOTE: Star Ledger Morning and Sunday changed from a nine column (2835 lines per page) format to a six column (1788 lines per page) format effective July 1, 1984.				
***OAKLAND, CA** (6)				
Tribune (M)	1 794 500	794 571	1 668 999	265 977
Tribune (S)	859 291	383 704	939 885	597 992
Grand Total	2 653 791	1 177 275	2 608 884	863 969
NOTE: Tribune Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.				
***ORANGE COUNTY, CA** (6)				
Register (AD)	5 730 411	1 126 207	5 312 453	875 972
Register (S)	2 276 593	124 536	2 135 029	37 440
Grand Total	8 007 004	1 250 743	7 447 482	913 412
NOTE: Register All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.				
***ORLANDO, FL** (6)				
Sentinel (AD)	3 590 078	653 763	3 565 221	251 394
Sentinel (S)	1 505 075	327 473	1 341 916	272 682
Grand Total	5 095 153	981 236	4 907 139	524 076
NOTE: Sentinel All Day and Sunday changed from an eight column width (2352 lines per page) to a six column width (1764 lines per page) effective July 1, 1984. Part run totals do not include County Sentinel and Sentinel Bonus Wrap.				
***PHILADELPHIA, PA**				
Inquirer (M) (6)	2 795 908	771 833	2 547 639	783 731
Inquirer (S) (6)	2 152 410	677 646	1 817 443	864 689
News (E) (T-5)	1 041 413	188 024	1 041 213	43 936
Grand Total	6 195 731	1 637 503	5 606 513	1 271 356
NOTE: Inquirer Morning and Sunday changed from a six column (1862 lines per page) width to a six column (1806 lines per page) width effective January 1, 1984.				
***PHOENIX, AZ** (6)				
Arizona Republic (M)	6 044 060	476 505	4 798 430	270 479
Arizona Republic (S)	3 374 126	— —	2 864 120	— —
Gazette (E)	5 697 502	281 489	4 645 908	278 250
Grand Total	15 115 688	757 994	12 308 458	548 729
NOTE: Figures supplied by publisher to Media Records.				
***PORTLAND, OR** (6)				
Oregonian (AD&S)	5 473 506		5 144 452	
Grand Total	5 473 506		5 144 452	
NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.				
All Day and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.				
***PROVIDENCE, RI** (6)				
Bulletin (E)	1 108 882	615 548	1 093 524	526 616
Journal (M)	1 825 124	494 [illegible]	1 845 498	505 227
Journal (S)	1 501 816	418 934	1 626 716	384 398
Grand Total	3 155 822	1 724 698	3 465 438	1 716 036
NOTE: Bulletin Evening and Journal Morning have a combined Saturday edition. The image is shown only in the Journal Morning.				
Bulletin Evening and Journal Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984. Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.				
***ROCHESTER, NY** (9)				
Democrat & Chronicle (M)	1 967 097	297 773	1 848 859	215 775
Democrat & Chronicle (S)	1 368 531	918 890	1 213 366	226 540
Times Union (E)	1 449 813	264 817	1 513 439	271 688
Grand Total	4 724 431	1 481 480	4 575 764	714 003
NOTE: Democrat & Chronicle Morning and Sunday and Times Union Evening changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) format effective June 25, 1984.				
Note: Times Union evening published five days a week only.				
***SACRAMENTO, CA** (9)				
Bee (M&S)	6 761 796	454 946	7 657 256	— —
Grand Total	6 761 796	454 946	7 657 256	— —
NOTE: 1983 figures supplied by publisher to Media Records.				
Bee Morning and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.				
***ST. LOUIS, MO** (6)				
Post-Dispatch (M)	2 667 720	783 867	2 010 684	287 574
Post-Dispatch (S)	3 256 689	— —	2 670 873	— —
Grand Total	5 924 409	783 867	4 681 557	287 574
NOTE: Figures supplied by publisher to Media Records.				
Post-Dispatch changed from Evening publication to Morning publication effective February 27, 1984.				
***ST. PAUL, MN** (6)				
Pioneer Press (M)	1 403 568	— —	1 223 330	— —
Pioneer Press (S)	1 063 886	— —	1 495 948	— —
Dispatch (E)	1 434 172	— —	1 365 867	— —
Grand Total	4 421 626	— —	4 085 145	— —
NOTE: Pioneer Press Morning and Sunday and Dispatch Evening changed from a six column (1782 lines per page) format to a six column (1764 lines per page) format effective July 1, 1984.				
Note: Pioneer Press Morning and Dispatch Evening have a combined Saturday edition. The linage is shown only in the Dispatch evening. Part run figures not available.				
***SAN ANTONIO, TX** (9)				
Express-News (AD)	2 851 075	385 056	3 009 060	264 224
Express-News (S)	1 871 642	545 412	1 447 035	603 508
Express-News (Sat)	942 910	— —	882 278	— —
News (E)	— —	— —	2 480 821	162 640
Light (E)	2 608 635	630 454	3 026 413	285 490
Light (S)	1 820 455	398 175	1 366 238	671 836
Light (Sat)	890 454	— —	781 732	560
Grand Total	10 985 171	1 959 097	12 993 577	1 988 258
NOTE: Express Morning, Express-News Sunday and Saturday, News Evening and Light Evening. Sunday and Saturday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective June 1, 1984. Express Morning and News Evening combined to one edition, Express-News All Day effective September 10, 1984. The Express Morning linage is reported in the Express-News All Day listing.				
Prior to September 10, 1984, Express Morning and News Evening published five days a week only. Light Evening published five days a week only.				
***SAN DIEGO, CA** (8)				
Union (M)	4 588 812	268 290	4 255 446	443 853
Union (S)	2 269 083	— —	1 949 607	— —
Tribune (E)	4 561 491	261 891	4 309 365	443 359
Grand Total	11 419 386	530 181	10 514 418	887 212
NOTE: Union Morning and Sunday and Tribune Evening changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.				
***SAN FRANCISCO, CA** (8)				
Chronicle (M)	2 666 969	1 136 565	2 660 305	954 612
Examiner (E)	2 590 428	1 126 262	2 594 023	911 855
Examiner & Chronicle (S)	1 361 315	684 476	1 178 793	890 096
Grand Total	6 618 712	3 147 303	6 433 121	2 756 563
NOTE: Chronicle Morning, Examiner Evening and Examiner & Chronicle Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.				
***SAN JOSE, CA** (8)				
Mercury News (AD)	5 617 639	594 225	4 934 612	676 894
Mercury News (S)	2 720 968	17 832	2 532 625	38 120
Grand Total	8 338 607	612 057	7 467 241	715 014
NOTE: Mercury News All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1788 lines per page) effective July 1, 1984.				
***SHREVEPORT, LA** (9)				
Journal (E)	1 785 380	108 222	1 622 571	97 448
Times (M)	2 505 802	259 260	2 259 429	167 976
Times (S)	1 454 380	202 736	1 327 593	139 736
Grand Total	5 745 562	570 218	5 209 593	405 160
NOTE: Journal Evening and Times Morning and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 30, 1984.				
***STATE COLLEGE, PA** (6)				
Centre Times (E)	1 262 408	14 448	997 668	14 126
Centre Times (S)	476 448	— —	481 160	— —
Grand Total	1 738 856	14 448	1 478 828	14 126
NOTE: Figures supplied by publisher to Media Records.				
***SYRACUSE, NY** (9)				
Herald Journal (E)	1 926 420	607 062	1 820 442	396 395
Herald American (S)	1 088 906	382 986	1 025 246	290 079
Post Standard (M)	1 570 639	645 917	1 427 935	502 000
Grand Total	4 585 965	1 635 965	4 273 623	1 188 474
NOTE: Herald Journal Evening, Herald American Sunday, and Post Standard Morning changed from a nine column (2707 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.				
***TAMPA, FL** (9)				
Tribune (AD)	4 671 740	2 118 994	3 440 155	1 353 320
Tribune (S)	2 640 606	— —	2 467 251	— —
Grand Total	7 312 346	2 118 994	5 907 406	1 353 320
NOTE: Figures supplied by publisher to Media Records. Comics linage is not included.				
Tribune All Day and Sunday changed from a nine column (2835 lines per page) width to a six column (1890 lines per page) width effective July 1, 1984.				
***TOLEDO, OH** (6)				
Blade (E)	1 605 948	— —	1 601 474	— —
Blade (S)	1 430 002	— —	1 200 664	— —
Grand Total	3 035 950	— —	2 802 138	— —
NOTE: Figures supplied by publisher to Media Records.				
Blade Evening and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective April 2, 1984.				
***TORONTO, CANADA**				
Sun (M) (T-6)	2 088 110	79 568	2 118 337	— —
Sun (S) (T-6)	606 140	49 680	671 620	54 672
Globe & Mail (M) (9)	2 778 253	259 065	2 654 034	313 067
Grand Total	5 472 503	388 313	5 445 991	367 739
***WASHINGTON, DC** (9)				
Post (M)	5 439 788	810 258	5 415 815	697 924
Post (S)	2 851 493	561 542	2 364 708	588 657
Grand Total	8 291 281	1 371 810	7 780 523	1 286 581
NOTE: Post Morning and Sunday changed from a nine column (2781 lines per page) width to a six column (1849 lines per page) width effective July 1, 1984.				
Alexandria Journal (M)	1 060 813	7 136	941 335	— —
Prince George's Journal (M)	943 561	15 800	865 779	3 600
Montgomery Journal (M)	976 157	15 800	873 906	3 600
Fairfax Journal (M)	1 114 199	7 136	950 449	— —
Arlington Journal (M)	1 067 863	7 136	937 860	— —
NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only, and changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.				
***WEST PALM BEACH, FL** (6)				
Post (M)	3 621 994	457 786	3 291 820	453 782
Times (E)	2 861 572	35 210	2 609 628	12 502
Post (S)	2 237 704	247 478	2 088 366	146 762
Grand Total	8 721 230	740 474	7 989 814	613 046
NOTE: Figures supplied by publisher to Media Records.				
Times evening published five days a week only.				
***WESTCHESTER ROCKLAND, NY** (9)				
Reporter Dispatch (E)	1 596 873	239 383	1 750 700	181 634
Reporter Dispatch (S)	1 037 358	490 856	1 244 210	257 032
Grand Total	2 628 231	730 239	2 994 470	438 666
NOTE: Reporter Dispatch Evening and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective June 25, 1984.				
***WICHITA, KS** (6)				
Eagle-Beacon (M)	2 220 546	— —	1 959 824	— —
Eagle-Beacon (S)	1 380 731	— —	1 328 426	— —
Grand Total	3 601 279	— —	3 288 250	— —
NOTE: Part run figures not available.				

NOTE: Figures in Parenthesis Denote Reported Newspaper Column Format. For example: (6)—Six Column Broadsheet, (T-7)—Seven Column Tabloid.

Source: Media Records

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CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*).

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column formats.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column formats.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

6 column broadsheet standards or tabloids which have a slight depth change in 1984 but did not change column format are converted back to original depth.